

# North Carolina Department of Public Safety Logo (Full-Color)

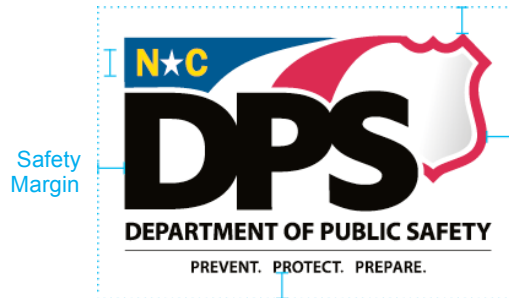
## Specification Sheet for Commercial Printers, Vendors and Web Developers

These guidelines have been established to maintain the visual integrity of the North Carolina Department of Public Safety logo and to assist outside vendors in its proper use. The primary logo is comprised of the flag and shield illustration, the letters DPS and the wordmark (North Carolina Department of Public Safety, horizontal line, and tag line).

**If you have a question on NCDPS logo usage, please contact the Communications Office.**

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**Primary Format** (logo with wordmark and tag line, below) This is the main logo version that should be used in most cases. Use on items such as page headers, posters, large flyers, postcards, signs, films, publications, websites, banners, and in-house forms (where space allows).



**Secondary Format** (logo with wordmark, below) When space is limited or on small documents, use this format. Use on items such as page footers, small flyers, ads, postcards, business cards and rack cards.



**Tertiary Format** (small logo, below) Use this version on exceptionally small documents when the logo must be smaller than 1 1/4" wide. This format does not include the full department name (wordmark) or tag line. Use on items such as small ads and rack cards.



### SAFETY MARGIN:

No text, document edges, or additional graphics should enter into this space. The safety margin around the logo equals the height of the N in the N\*C of the flag portion of the logo.

### SIZES:

The **primary logo** should be reproduced no smaller than 2" wide.

The **secondary logo** (logo and wordmark without tag line) should be reproduced no smaller than 1 1/4" wide.

The **tertiary logo** (logo without wordmark or tag line) should be reproduced no smaller than 3/4" wide.

The logo should always be reproduced in its original proportion, never distorted.

### COLORS:

#### CMYK (full-color printing)

Red:	Blue:	Yellow:
C: 0	C: 100	C: 0
M: 100	M: 57	M: 24
Y: 79	Y: 0	Y: 94
K: 20	K: 38	K: 0

#### Pantone® Spot Colors

On coated (glossy) paper:	On uncoated (matte) paper:
Red: 187C	Red: 193U
Blue: 541C	Blue: 541U
Yellow: 123C	Yellow: 121U

#### RGB (video and PowerPoint)

Red:	Blue:	Yellow:
R: 196	R: 0	R: 255
G: 18	G: 70	G: 196
B: 48	B: 127	B: 37

#### Hexadecimal (Web)

Red:	Blue:	Yellow:
#C41230	#00467F	#FFC425

**\*NOTE:** A single-color version is also available upon request. Please see [NC DPS Logo Guidelines](#) web page